



# RED MEAT UPDATES

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FRIDAY 26 JULY 2019 | LAUNCESTON



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# PROGRAM

9.00am - 5.30pm | Friday 26 July 2019 | The Tramsheds, Launceston

**8.30am** Registration desk opens, tea and coffee available **9.00am** Proceedings commence

<b>SESSION 1: WELCOME</b>	<i>Chair: Iain Bruce, Red Meat Updates Working Group</i>
<b>Welcome:</b> Iain Bruce, Chair, Red Meat Updates Working Group	
<b>Keynote address:</b> Jason Strong - Managing Director, Meat and Livestock Australia, Sydney NSW	

<b>SESSION 2: RED MEAT CHAMPIONS</b>	<i>Chair: Chris Headlam, Red Meat Updates Working Group</i>
<b>Rabobank Industry Innovator: AACo and the future of innovation</b> - Anna Speer, Chief Operating Officer, AACo, Brisbane	
<b>KPMG Gate to Plate: Driving a vertically integrated beef brand</b> - Paul Crock, Gippsland Natural Meats, Fish Creek VIC	
<b>Angus Australia Emerging Leader: Farming for the next generation</b> - Alex Muirhead, Muirhead Enterprises, Winnaleah TAS	

**10:35am – 11.05am MORNING TEA**

<b>SESSION 3: CONCURRENT SESSIONS</b>	
<b>IRRIGATED PASTURE UPDATES</b> <i>Chair: Duncan Thomas, PGG Wrightson Seeds</i>	<b>DRYLAND PASTURE UPDATES</b> <i>Chair: Rob Winter, Heritage Seeds</i>
<b>Nitrogen use for irrigated pastures</b> - Jason Lynch, Macquarie Franklin, Devonport TAS	<b>Increasing supply chain profitability through grazing management</b> - Ben Hooper, Springmere Estate, Beaconsfield TAS
<b>Maintaining sustainability in a changing production system – implementing irrigation in a dry climate</b> - Richard Hallett, Llanberis Pastoral, Hollow Tree TAS	<b>Containment feeding to improve dryland pasture quality</b> - Tim Leeming, Paradoo Prime, Pigeon Ponds VIC
<b>Further increasing productivity in an irrigated system</b> - Richard Burbury, RH & GH Burbury, Campbell Town, TAS	<b>Maximising winter pasture production in a dryland system</b> - Jason Lynch, Macquarie Franklin, Devonport TAS

<b>SESSION 4: GETTING DOWN TO BUSINESS</b>	<i>Chair: Darren Arney, Red Meat Updates Working Group</i>
<b>Unpacking succession planning</b>	
<b>Panelists:</b> Andrew Colvin, Nosswick Pty Ltd, Blackwood Creek TAS Eleanor James, Junction Farm, Hadsden TAS Angus Lyne, C Lyne and Son, Campbell Town TAS Sam Lyne, C Lyne and Son, Campbell Town TAS	
<b>Facilitator:</b> Chris Scheid, Pro Advice, Victor Harbor, SA	

**1.15pm – 2.25pm LUNCH**

<b>SESSION 5: CONCURRENT SESSIONS</b>	
<b>SHEEP UPDATES</b> <i>Chair: Phil Jarvie, Zoetis</i>	<b>BEEF UPDATES</b> <i>Chair: Ed Archer, Landfall Angus</i>
<b>Lifetime Maternal – Condition score guidelines with maternal composite ewes</b> - Jason Trompf, JT Agri-Source, VIC	<b>The Australian beef sustainability framework</b> - Tess Herbert, Chair, Beef Sustainability Framework, Eugowra NSW
<b>Putting the precision into lambing</b> - Tim Leeming, Paradoo Prime, Pigeon Ponds VIC	<b>Learnings from a lifetime in the beef industry</b> - Steve Pilkington, Pilkington Pastoral Co, Circular Head TAS
<b>ASKBILL – Forecasts to assist sheep management</b> - Lu Hogan, University of New England, Armidale NSW	<b>Bred well, fed well beef</b> - Jason Trompf, JT Agri-Source, VIC

<b>SESSION 5: INDUSTRY UPDATE</b>	<i>Chair: Jamie Downie, Red Meat Updates Working Group</i>
<b>Changing consumer demands and what they mean for on-farm production practices</b> - Peter Greenham, Greenham Pty Ltd, Smithton TAS	

<b>SESSION 7: VIRTUAL FARM TOUR</b>	<i>Chair: Yannik Heller, TP Jones &amp; Co</i>
<b>TP Jones &amp; Co Virtual farm tour</b> - Stephen Sattler, Barnbogle, Bridport TAS	

<b>SESSION 8: NETWORKING DRINKS</b>	<i>Chair: Iain Bruce, Red Meat Updates Working Group</i>
<b>Presentations, red meat raffle, networking drinks</b>	

**4.45pm NETWORKING DRINKS**

**5.30pm EVENT CONCLUDES**



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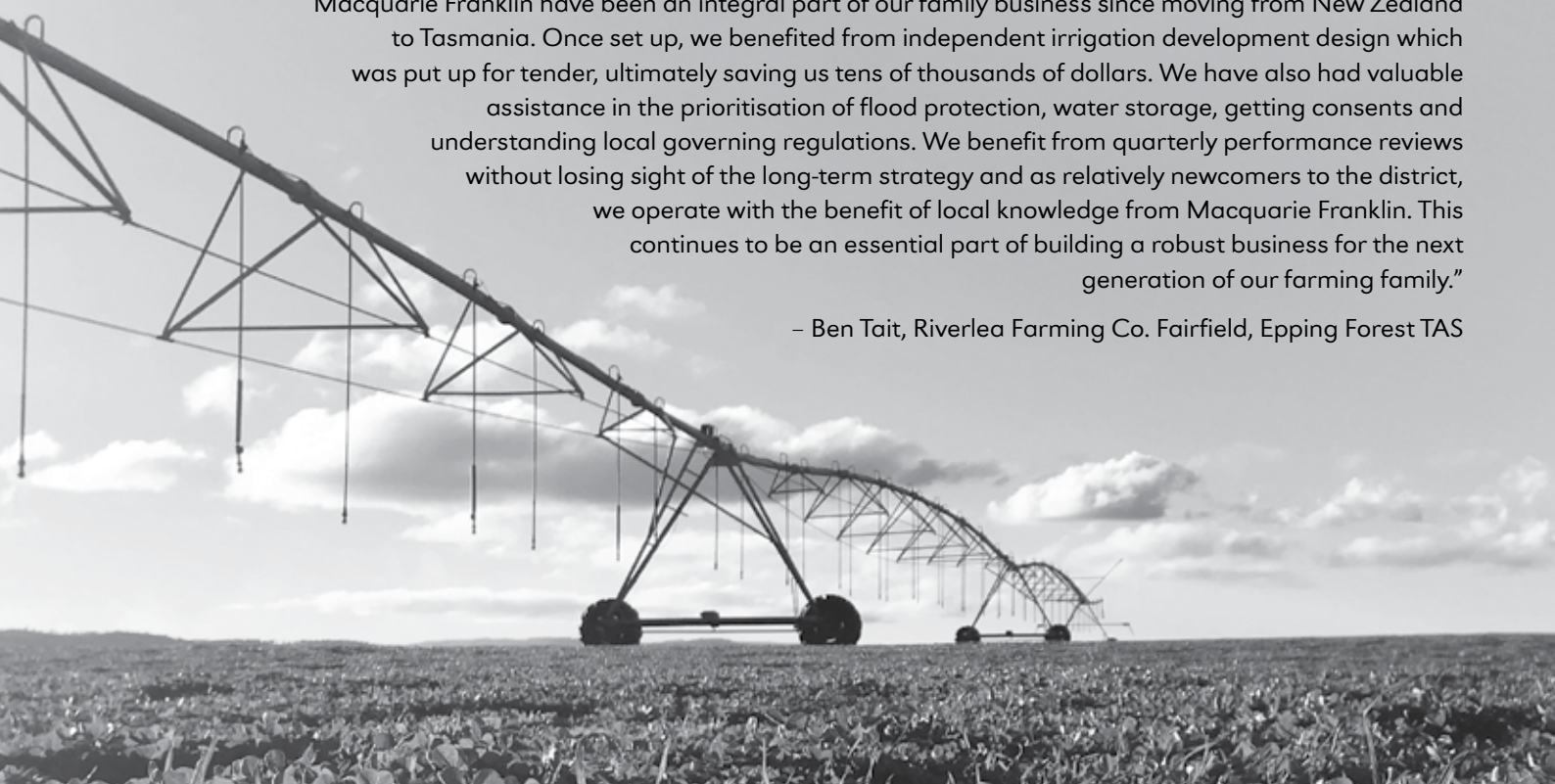
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"Macquarie Franklin have been an integral part of our family business since moving from New Zealand to Tasmania. Once set up, we benefited from independent irrigation development design which was put up for tender, ultimately saving us tens of thousands of dollars. We have also had valuable assistance in the prioritisation of flood protection, water storage, getting consents and understanding local governing regulations. We benefit from quarterly performance reviews without losing sight of the long-term strategy and as relatively newcomers to the district, we operate with the benefit of local knowledge from Macquarie Franklin. This continues to be an essential part of building a robust business for the next generation of our farming family."

– Ben Tait, Riverlea Farming Co. Fairfield, Epping Forest TAS



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## Red Meat Updates is proudly presented to you by the Red Meat Updates Working Group

**Iain Bruce, Chair**  
(Western Plains, Stanley)

**Sarah Cole**  
(Woodbourn, Cressy)

**Stephen Creese**  
(Creese North East, Bridport)

**Chris Headlam**  
(Lowes Park, Woodbury)

**Jamie Downie**  
(Dungrove Pastoral, Bothwell)

**Alison Napier**  
(GH Napier & Son, St Marys)

**George Shea**  
(Lyndall, Hamilton)

**Penny Conn**  
(DA & PM Conn, Flinders Island)

**David Conn**  
(DA & PM Conn, Flinders Island)

**Mick Taylor**  
(Meat & Livestock Australia)

**Sabina Kindler**  
(Meat & Livestock Australia)

**Basil Doonan**  
(Macquarie Franklin)

**David Squibb**  
(PGG Wrightson Seeds)

**Rowan Smith**  
(Tasmanian Institute of Agriculture)

**Courtney Ramsey**  
(Grains Research Development Corporation)

**Conference coordinator: Macquarie Franklin**

# WELCOME

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### **Iain Bruce, Chair, Red Meat Updates Working Group**

Iain Bruce is a beef producer from the north west coast of Tasmania. Iain studied Agricultural Science at the University of Tasmania before spending eight years working as an agronomist for TP Jones & Co in the Northern Midlands of Tasmania. In 2015, Iain returned home to the family farm at Stanley and continues his agronomy work part time.

Iain manages his time between both and enjoys the challenges they both provide. Iain is a keen advocate for Tasmanian agriculture, particularly grass-fed beef and the other high quality produce that this state can provide.

Iain is Chair of the Red Meat Updates Working Group and a Tasmanian producer representative on the SALRC committee.

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# KEYNOTE ADDRESS

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**Jason Strong, Managing Director, Meat and Livestock Australia, Sydney NSW**

Jason Strong has more than 30 years' red meat and livestock experience, knowledge and connections from the farm through to the end consumer in both domestic and international markets. He is a well-recognised and respected senior executive with extensive skills in commercial and industry business management and administration, supply chain development, meat science and grading, genetics and marketing as well as on-farm experience. Mr Strong is Managing Director of Meat & Livestock Australia Ltd and is a director of Integrity Systems Company Limited, MLA Donor Company Limited, AUS-MEAT Limited and Red Meat Traceability Systems Pty Ltd, and Chair of the EU and UK Red Meat Market Access Taskforce.

## **Previous roles:**

CEO, Smithfield Cattle Company, Managing Director AA Co, MLA's regional manager in Europe and Russia, Pfizer (now Zoetis), past Chair of the Australian Beef Industry Foundation. Manager and coach of the Australian Inter Collegiate Meat Judging Team and councillor and NSW Chairman and National Vice President of Cattlemen's Union of Australia.

## **Abstract:**

In a time where anti-meat activism is becoming more prevalent in news headlines, it's more important than ever before for the Australian red meat industry to engage consumers around the health, welfare and environmental credentials of our superior product.

In his presentation, Jason will offer a comprehensive overview of MLA's work as a research, development and marketing provider, and will provide some key insights on what consumers really think about the red meat industry.

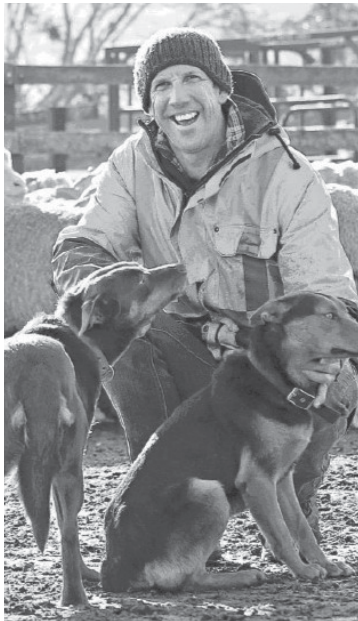
Jason will also cover off on:

- MLA's big-ticket initiatives, including Carbon Neutral 2030, DEXA and the Tokyo Olympics
- current research, development and marketing projects underway in Tasmania
- how MLA is supporting local brands.

Finally, Jason will discuss the cattle and sheep market outlooks for the remainder of 2019.



# RED MEAT CHAMPIONS SESSION



## **Chair: Chris Headlam, Red Meat Updates working group**

Chris has been operating a mixed farming business with older brother Richard and five full time staff on 3,800ha in the midlands of Tasmania since 2003. Chris manages the livestock enterprises and Richard is the cropping manager.

The business focus has been on irrigated cash cropping to assist in irrigation development across three properties. Prime lamb production has become more of a focus in later years, along with wool production which has been a consistent enterprise for 80 years.

Chris currently runs 5,600 crossbred ewes and 3,920 Merino ewes on approximately 3,000ha. Lambs are currently either finished or sold as stores depending on the season, but the long-term goal is to finish all lambs bred on the property every year.

Chris has a Bachelor of Farm Management from Orange Agricultural College.

**M:** 0429 952 157

## Notes

## Notes



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# INDUSTRY INNOVATOR

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## AACo and the future of innovation

**Anna Speer, Chief Operating Officer, AACo, Brisbane QLD**

Anna was appointed Chief Operating Officer in August 2018.

Prior to joining AACO, Anna was CEO of AuctionsPlus, where she was responsible for growing the business into Australia's largest marketplace for livestock, facilitating the exchange of over \$830 million in livestock each year. Anna was previously General Manager of agricultural technology firm, Livestock Exchange. She has extensive experience in the pastoral industry, including as Stud Registrar of Consolidated Pastoral Company's Newcastle Waters Station.

Anna holds a Bachelor of Science, as well as a Bachelor of Primary and Secondary Education, and is a graduate of the Australian Rural Leadership Foundation, the Australian Institute of Company Directors and the University of Sydney's Global Executive MBA program. In October 2018, Anna received the Rabobank Emerging Leader Award for Australia and New Zealand.

### **Abstract**

AACo's history is unique - a cattle company founded in 1824 that has grown to become Australia's largest integrated premium beef producer. We combine generations of farming heritage with stewardship over some of the world's finest cattle country, to deliver the highest quality beef to the world's most discerning consumers. Our beef is a product of Australian history.

But history only gets you so far. The story our customers want to hear is as much about who we are today, and our future, as it is about our unique past.

Innovation is one of four key strategic pillars at AACo. It's a core part of the strategy we are holding ourselves accountable to with shareholders. It's about enhancing the quality and consistency of our product and our production efficiency.

The AACo genetics program is an example of this innovation in practice, as we seek to produce the best animals and best dining experience for our customers. In addition to long term strategic initiatives we also take advantage of the challenges and opportunities presented to us to make our processes more innovative. For example, the slim silver lining from the recent Queensland floods, which destroyed many kilometres of paddock fences, is that we can now trial satellite fencing on some of our herd.

The same approach to innovation should be applied to the entire red meat sector. If Australian agriculture fails to look ahead and take advantage of the opportunities, it risks being left behind. Innovation is the key to ensuring the red meat industry can reach its goals.

**W:** [www.aaco.com.au](http://www.aaco.com.au)



## Driving a vertically integrated beef brand

**Paul Crock, Gippsland Natural Meats, Fish Creek VIC**

Paul Crock and Bob Davie are the principals of Gippsland Natural Meats (GNM), the company formed to take carriage of the Gippsland Natural Beef and Enviromeat brands following on from the Gippsbeef Cooperative.

Paul has over 25 years' experience in Gippsland beef production and related agri-businesses. He holds a bachelor's degree in Agricultural Science from the University of Melbourne and a graduate diploma in Agribusiness from Monash University.

Paul has a dedication for the land, its produce and its farmers, having worked in various roles in Landcare, the Victorian Farmers' Federation and marketing and communications roles across different sectors of the rural industry.

When not working in the GNM business, Paul and wife Samantha and daughters Jacqueline and Harriet own and run a successful beef property at Hoddle, between Fish Creek and Foster, supplying beef to GNM.

### **Abstract:**

Gippsland Natural Meats is a producer owned brand celebrating its 20th year.

Established in 1999 by a group of innovative beef producers way ahead of their time, the brand was based on high standards of animal welfare, no hormonal growth promotants, environmental stewardship and most importantly one of the first brands to offer an eating quality assurance by underpinning the meat with the MSA grading system.

As a passionate member of the cooperative, Paul was keen to build on the solid foundations of the Gippsbeef Cooperative and to see the work and ethos of the previous cooperative continue and to develop the pioneering brand in different directions including food service and direct to consumers.

Gippsland Natural Meats has evolved to become a resilient, vertically integrated agribusiness, acquiring beef from farmer 'members' across Gippsland for distribution into various marketing channels wholly developed and maintained by GNM, including high end eateries, retail-ready prepared meals, pies, pasta, on-line home deliveries and even ethical, high welfare food for dogs.

With the assistance of a Food Source Victoria grant, Gippsland Natural Meats is now looking to expand these relationships into export markets.

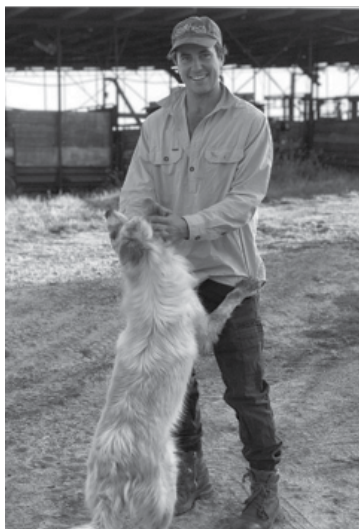
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# EMERGING LEADER

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## Farming for the next generation

**Alex Muirhead, Owner Manager, Muirhead Enterprises, Winnaleah TAS**

Alex manages a mixed farming enterprise at Winnaleah, Tasmania, across two properties totalling 670 Ha. The properties run a high-quality finishing operation with a total of 1300 head of mixed breed beef cattle for Greenham Tasmania and Tasmania Feedlot. Muirhead Enterprises is a family owned and operated company. Alex is a fifth generation farmer under the guidance of his father, Bruce Muirhead.

Alex took over management of the livestock side of the operation in 2017 when he was twenty years old, having previously worked full time on the property since 2014. Alex is currently studying a Diploma of Agriculture through Tas Tafe. His focus is on animal welfare and the sustainability of mixed farms in the modern world.

### **Abstract:**

Farming for Alex has been about embracing change and being open to what agriculture can offer. Having grown up in the agricultural industry, his viewpoint has changed from summer holiday tractor work to a serious career full of opportunities and satisfaction.

Agriculture as a whole and in particular the red meat industry, has had an increased focus on supporting producers to achieve better outcomes personally, financially and most importantly for our animals. Industry support for Alex has been easily accessible through MLA, Greenham Tasmania, and the North East Producers discussion group, with additional support provided by industry players and representatives.

A healthy work/life balance has been a key focus for Alex and Muirhead Enterprises. Employees are encouraged to take time off when things are quiet and put in the effort when the season requires. This policy has been vital for the business to refrain from being too task focused and to keep a wholistic view of the operation. Innovation and the introduction of technology has been a driver of change for the business and has led to better outcomes financially and environmentally. Animal welfare and human resource management have been a key focus.

Alex's goal for the future of his operation is to strive to achieve industry best practice as well as keeping in touch with consumer demand and ensuring that the social licence is met and maintained.

**E:** alexmuirhead01@outlook.com

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12 months ending March 2019.  
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# IRRIGATED PASTURE UPDATES



**Chair: Duncan Thomas, Production Development Manager, PGG Wrightson Seeds, Melbourne VIC**

Duncan is the temperate forage lead within the Technical Services team at PGG Wrightson Seeds.

His primary focus is managing product lifecycles, ensuring the sales brands have the best products in the right place, at the right time. This includes creating paths to market for new products and forming strategies to meet future market needs.

Duncan began working for PGG Wrightson seeds in their Research team in 2013 where he worked for 5 years before joining the Technical Services team in 2018.

Duncan also owns and manages a prime lamb and beef property in Western Victoria and is Vice President of the Perennial Pasture Systems group in the Upper Wimmera Catchment.

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# Nitrogen use for irrigated pasture systems



**Jason Lynch, Senior Consultant, Macquarie Franklin, Devonport TAS**

Jason Lynch is a senior consultant at Macquarie Franklin, with 20 years' experience in production agronomy, various aspects of grazing management and property development. Jason works with clients to improve the profitability and sustainability of a diverse range of agricultural production systems.

Jason provides advice to clients on grazing management, feed budgeting, crop protection, integrated pest management, soil health, plant and soil nutrition, and soil moisture and irrigation management. He has well developed communication skills and has extensive experience in the delivery of presentations and group facilitation for both small and large audiences. Jason's client mix includes small and large scale businesses, and both family farms and corporate enterprises.

## Abstract

Nitrogen offers producers the opportunity to increase the quantity of dry matter grown under irrigated grass production systems and optimise carrying capacity and animal performance in their business.

There are two options for determining how much nitrogen can be applied;

1. For one off applications, the nitrogen application rates range from 25-50kg/ha (equivalent to urea at 55-110kg/ha)
2. For repeat applications, the nitrogen application rates should be equivalent to 1 kg/ha/day of the grazing rotation, such as on a 25 day grazing rotation apply nitrogen at 25kg/ha (equivalent to urea at 55kg/ha)

Nitrogen should be applied ASAP after livestock finish grazing a pasture.

Aim to graze perennial ryegrass based pastures on a 2½ to 3 leaf growth stage to maximise the dry matter response. Therefore, based on a typical summer leaf emergence rate of 7 to 8 days per leaf this means the preferred grazing interval is 21-24 days.

The minimum grazing interval should be once two leaves have been grown, roughly 14-16 days. Grazing prior to this increases the risk of nitrate toxicity and also reduces the dry matter response.

Provided adequate soil moisture and the correct grazing interval is realised, it is reasonable to assume the nitrogen response would be 10 to 1, that is for every 1 kilogram of nitrogen you would grow 10 kilograms of pasture. For example, the application of nitrogen at 30kg/ha (equivalent to Urea at 65kg/ha) at a 10 to 1 response this would be anticipated to produce 300kg DM/ha.

Responsible use of nitrogen involves;

- Never apply nitrogen to warm, waterlogged soils due to the risk of denitrification
- Never apply nitrogen where surface water is present
- Never apply nitrogen during hot, windy conditions due to the risk of volatilisation losses
- Irrigate nitrogen treated pastures within 24 hours
- Use urease inhibitor treated urea (trade name "Green Urea") if there is a delay in irrigation and/or hot windy conditions are present

The cost of urea grown pasture is usually \$0.15kg/Dm, which compares favourably with the price of wheat grain as fed at \$0.35-40 kg/Dm and silage at \$0.40-0.50kg/Dm.

Useful Links;

[www.mla.com.au/news-and-events/industry-news/busting-common-fertiliser-myths/](http://www.mla.com.au/news-and-events/industry-news/busting-common-fertiliser-myths/)

[www.tasfarmingfutures.com.au/articles2/tag/nitrogen](http://www.tasfarmingfutures.com.au/articles2/tag/nitrogen)

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Richard and his brother James operate Llanberis Pastoral, an 8100 ha grazing and cropping property at Hollow Tree, south of Bothwell.

Located in a 400mm rainfall zone, the business has recently expanded as a result of the Southern Highlands Irrigation Scheme. Both James and Richard have tertiary agricultural qualifications and returned to the family farm during the 1990's. James manages the grazing/wool growing side of the business and Richard manages the crop production and admin. James and Richard focus on the production of medium/fine merino wool, irrigated broadacre cropping, and since the introduction of a more secure water supply, developing red meat production.

Llanberis Pastoral seeks to base its future productivity on sound management of all the resources at its disposal. These being natural, economic, livestock and human resources. Managing a changing production base is also a key challenge as we transition from a grazing business geared to survive in a very dry climate towards a business which can make the most of opportunities (such as high value cropping and red meat production) as a result of increased access to a secure supply of water.

We are at the beginning of a journey towards being a larger scale red meat producing business. Thanks to the implementation of new technologies, management of variability across the property and within particular paddocks is leading to increased productivity and efficiency across all areas of production. We are also seeing the growth of brand development within commercial grazing and red meat production and this is something which we are also seeking to build, based upon sound practices across all areas of management and production.

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# Our irrigation story: further increasing productivity in an irrigated system



**Richard Burbury, RH & GH Burbury / PS Burbury & Son, Campbell Town TAS**

Growing up on his family's mixed cropping and livestock property, 'Kuranda' at Woodbury in the southern midlands of Tasmania. Richard spent time studying in New South Wales before returning to Tasmania in 2009 to work in agronomy and in the family farm business. Richard began working full time in the family business in 2011, and in 2014 he and his wife Georgie expanded their farming operations into the Campbell Town area. Since 2014 the business has expanded onto three properties in the Campbell Town area through lease, lease purchase and outright purchase arrangements. As well as this lambs are finished on an agistment basis at Longford. Richard also continues to have an active working role at Kuranda.

Richard studied an agricultural science degree at Charles Sturt University and graduated in 2008.

## **Abstract**

Richard and his family first established irrigation at Kuranda in 2009 with a focus on increasing poppy production. Over the years the scale of irrigation has increased significantly through improved infrastructure (a transition from travelling irrigators to towable pivots and linear irrigators) and by expanding operations to three additional properties in the Campbell Town area.

Currently, across all four properties there is 650ha under irrigation for cropping and prime lamb production, with approximately 12,000 lambs finished annually. Seven years ago, irrigated poppies were 50% of the business turnover and as a result of increased irrigated red meat production, in 2018/19 they were 12%. The strength of the lamb market has seen significant effort put into integrating fodder production into the cash cropping enterprise.

There has been a major focus over the last 10 years on establishing irrigation within the business and integrating it into a mixed farming system. Richard is now spending time on further increasing the productivity of the family's prime lamb enterprises on all properties. This is occurring through investment in technology to increase irrigation efficiency and upskilling by participating in grazing management programs such as Pasture Principles and Lifetime Ewe Management.

Richard will speak on his irrigation journey and his business goals for the future.

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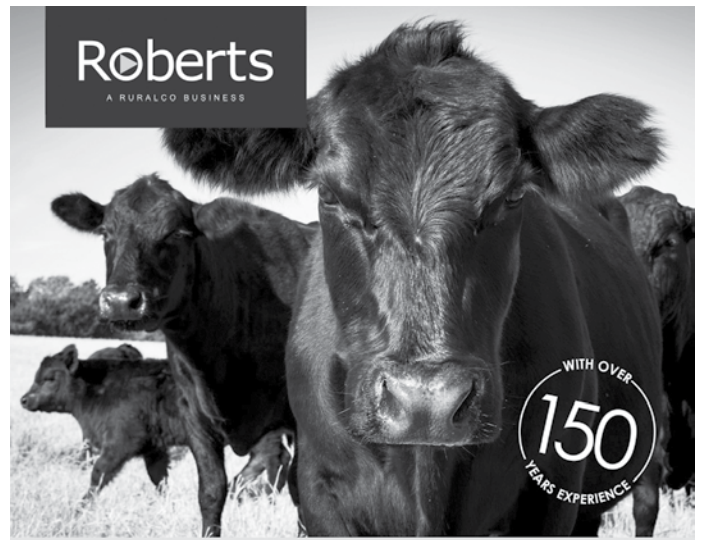
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# DRYLAND PASTURE UPDATES



**Chair: Rob Winter, Tasmanian Territory Manager and Regional Agronomist Southern Australia, Heritage Seeds, Longford TAS**

Rob has 20 years of broad experience in the temperate pasture industry and its related mixed farming systems. Rob's current role includes representing Heritage Seeds in Tasmania, developing information and content for pasture and forage information booklets, and providing technical support for the industry in temperate Australia. He has a particular interest in identifying opportunities for improved pasture productivity, addressing feed gaps and encouraging adoption of improved methods and best practice. Rob has been with Heritage Seeds for eight years. Previous roles have included seed production and sales agronomy within Tasmania and Victoria. He has a degree in Applied Agricultural Science from the University of Tasmania. Rob originally hails from Seven Mile Beach, has lived at Geeveston, Penguin and since 2001, in Longford.

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## A black and white portrait of a man with a beard and mustache, wearing a dark baseball cap and a collared shirt. He is looking directly at the camera with a slight smile. The background is a blurred outdoor setting with a fence and trees.

Ben owns and manages the third generation family farming business with his wife Louisa and their two children Annabel and Madeleine.

Ben is keen on learning and education having completed Macquarie Franklin's Pasture Principals and the Lifetime Ewe Management course. He also has an MBA - Agricultural Innovation (UTAS), Graduate Certificate of Management (UTAS), Graduate Certificate of Agribusiness (MOC) and an Advanced Diploma of Farm Business Management (MOC). Ben is on the Management Committee of Tamar NRM and is a board member of Landcare Tasmania

Ben will provide an outline and update on the current Tasmanian MLA Producer Demonstration Site project being undertaken by Tamar NRM. The project aims to present regionally relevant information on sustainable pasture production and utilisation, animal nutrition and production management with the aim to encourage on-farm practice change. This is being achieved by demonstrating through three on-farm trials (including one on Ben's own property) that new pasture species/cultivars and associated grazing management practices will increase profitability of the red meat supply chain by at least 10%.

**Twitter:** @springmere

## Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.



# Containment feeding to improve dryland pasture quality



**Tim Leeming, Owner/Manager, Paradoo Prime, Pigeon Ponds, VIC**

Tim and his wife Georgie run a self-replacing prime lamb flock, a seed stock business (Paradoo Prime) and background cattle at Pigeon Ponds in Western Victoria. They have substantially expanded the business over the past decade and have a strong focus on productivity and land development. Currently they wean over 10,000 lambs annually, with their major focus being animal welfare and sustainable land management. The business has been industry benchmarked for two decades. Tim has been involved with and still manages and delivers extension activities within the sheep industry such as Lifetime Ewe Management, Lifting Lamb Survival, Bred Well, Fed Well and Best Wool, Best lamb.

Tim is currently chair of Western Victorian SALRC committee and a committee member of the Best Wool, Best Lamb Advisory Committee. Tim and Georgie's operation has participated in many industry trials such as the recent Lifetime Maternal Project and a number of participatory and producer demonstration projects involving feedbase and animal production.

Currently Tim is involved with LAMBEX and is on the organising committee for the next event which is planned for July 2020 in Melbourne.

Recently Tim and his team have developed [precisionlambing.com](http://precisionlambing.com) which is a system that brings together the key targets and best practice ewe management which to help deliver some of the most profitable and efficient paddock lamb survival results in Australia.

## **Abstract**

It was the 2006 drought that was the catalyst for change for Tim and Georgie to first contain their sheep.

They, like many farmers spend a lot of money on pasture improvement. Having a well-constructed, area on farm to provide adequate nutrition during times of drought, failed springs or when dry matter levels fall below optimum, makes perfect sense.

Tim and Georgie have used containment areas on their farms annually for the past 13 years. They are always used on the breaking rains to allow leaf area and pasture establishment to occur. While containment feeding is purely a disciplined tool to minimise damage to pastures and topsoil, they can also bring some fantastic labour saving bonuses to your business.

The Leeming's have designed containment systems which suit their farm business and while the design may be different from the more common containment feeding systems, the principles behind the system remain the same; the areas need to be practical and offer other uses during the year.

Tim will speak on how containment feeding as a tool to improve pasture quality and longevity as well as how he manages nutrition in containment and designs systems which work best for his business.

**E:** [pconsult@bigpond.com](mailto:pconsult@bigpond.com)

# Maximising winter pasture production in a dryland system



**Jason Lynch, Senior Consultant, Macquarie Franklin, Devonport TAS**

Jason Lynch is a senior consultant at Macquarie Franklin, with 20 years' experience in production agronomy, various aspects of grazing management and property development. Jason works with clients to improve the profitability and sustainability of a diverse range of agricultural production systems.

Jason provides advice to clients on grazing management, feed budgeting, crop protection, integrated pest management, soil health, plant and soil nutrition, and soil moisture and irrigation management. He has well developed communication skills and has extensive experience in the delivery of presentations and group facilitation for both small and large audiences.

Jason's client mix includes small and large scale businesses, and both family farms and corporate enterprises.

## **Abstract**

Maximising winter pasture production involves a feed budget, correct grazing management, use of various supplementary feeds and the application of nitrogen and gibberellic acid.

Feed budgeting is critical to understanding the feed supply and demand situation and supports the decision making process around stocking rates, supplementary feeding and the application of nitrogen and gibberellic acid.

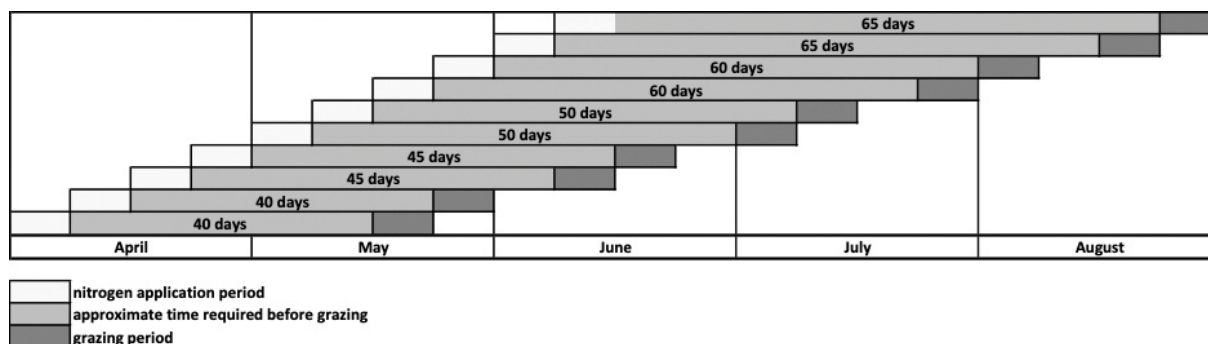
Correct grazing management includes;

- After the autumn break delay grazing until the pasture has reached the 2nd leaf stage
- Avoid grazing below 1,000 kg DM/ha (2cm)
- Adopt a leaf stage based grazing strategy, (e.g. for perennial ryegrass work on a 2½ to 3 leaf growth stage at the time grazing)
- By late autumn you should be on approximately a 60 day grazing rotation length

Supplementary feed to ensure animals are appropriately fed, extend the grazing rotation and build up a feed wedge. Confinement feeding during early autumn can be very useful. Know your supplementary feed quality, costs and work to optimise feed efficiency.

Nitrogen can be very useful to grow additional dry matter, and application rates range from 25-50kg/ha (equivalent to urea at 55-110 kg/ha). Nitrogen should be applied as soon as possible after livestock finish grazing a paddock, and the minimum grazing interval should be once the pasture reaches the two-leaf stage.

As leaf emergence rate slows into autumn and winter, the pasture production response also slows, as shown in the figure below. Planning ahead is critical to ensure that management actions are effective at increasing winter feed supply.



Gibberellic acid is a plant hormone that can be sprayed on pastures during winter to promote additional growth. Soil temperatures should be less than 10°C at the time of application. Pasture growth responses can be similar to nitrogen and a 30 day grazing interval is required. Gibberellic acid works best on improved pastures with a good level of soil fertility. At least 1+ leaf must be present at the time of application, and pasture response is greatest on winter active grass species (e.g. phalaris).

Useful Links;

[www.evergraze.com.au/library-content/fill-the-winter-feed-gap/](http://www.evergraze.com.au/library-content/fill-the-winter-feed-gap/)

[www.mla.com.au/extension-and-training/tools-calculators/feed-budget-and-rotation-planner/](http://www.mla.com.au/extension-and-training/tools-calculators/feed-budget-and-rotation-planner/)

**M:** 0409 031 311

**E:** [jllynch@macfrank.com.au](mailto:jllynch@macfrank.com.au)

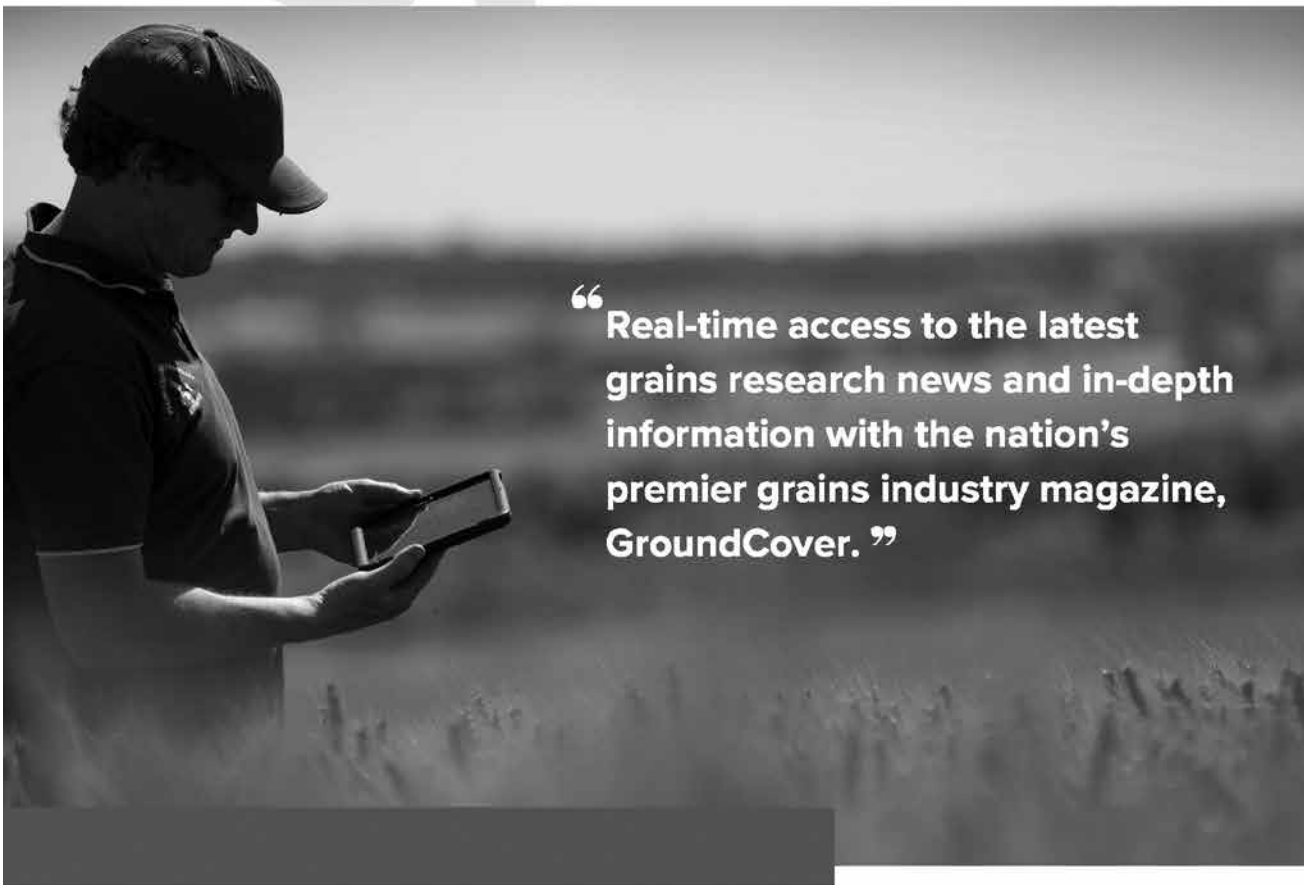
## Notes



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# GETTING DOWN TO BUSINESS

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**CHAIR: Darren Arney, Grower Relations Manager – south, Grains Research and Development Corporation, Horsham VIC**

In his role as Grower Relations Manager – South for the Grains Research and Development Corporation, Darren Arney works with growers, advisers, researchers and other industry stakeholders to identify constraints and opportunities affecting grain grower profitability. Darren is based in Adelaide, South Australia and along with two Adelaide and Horsham-based counterparts, services the GRDC Southern region, encompassing Tasmania, Victoria and South

Australia. Darren has over 30 years experience in agriculture, holding roles in agronomy, business management, grain marketing, banking and advocacy, and previously worked as CEO of Grain Producers SA. He has been working at GRDC since 2018 and is passionate about good grower representation in directing RD&E.

**M:** 0447 877 178 **E:** Darren.arney@grdc.com.au

## **Unpacking succession planning**

This year the Red Meat Updates working group have decided to run a panel session focusing on lived experiences of succession amongst family businesses. The panel will be run by an experienced facilitator, who is familiar with succession planning and understands this topic in-depth. It will feature producer panellists with different perspectives and experiences of succession. These will include:

- A sibling business partnership
- A parent who have recently been through the process of transitioning their family business to their children.
- A daughter's perspective

Succession planning can be a sensitive topic and something that many family farming businesses struggle with. The RMU working group hope that this panel session will help to highlight the many ways in which succession can unfold and how the process is experienced by different members of farming families. We hope that it will help farming families better understand what to expect, the array of choices available to them and encourage them to get started.



**FACILITATOR: Chris Scheid, Director and Senior Consultant, ProAdvice, Victor Harbour SA**

Chris is a Director, shareholder and senior consultant of ProAdvice and Manager of the South Australia branch located at Victor Harbor.

Chris is a current member of the Ag Institute of Australia (AIA) and holds his CPAg (Certified Practising Agriculturist) and has been working with rural clients in South Australia since 1989.

Chris' current roles in ProAdvice include:

- As a 'Management Consultant', with ProAdvice, Chris supports 25 clients (farming families, family corporates and SMEs) as 'client manager' in the areas of succession planning; business re-structure and re-finance, business expansion, assisting families in business and change management
- As a trainer of ProAdvice's farm management courses for the past 20 years, Chris has assisted a large number of farming businesses throughout Southern Australia to discover and meet their business goals; adapt to industry change and understand the financial performance of their business and manage inter-generational succession.
- As a project manager, Chris has managed a number of projects – most recently delivering a short course with Limestone Coast Red Meat Cluster Group - "Improving Your Farm Business Profitability" a short course for livestock and mixed farmers to calculate farm business profitability.



### **Angus Lyne, Farm Manager, C Lyne & Son, Campbell Town TAS**

The Lyne family run a mixed cropping and livestock (Merinos, first cross lambs and beef enterprises) business in Campbell Town, Tasmania. Angus returned to the farm in 2008 after graduating from Marcus Oldham and working on the mainland. Angus and his wife Lauren now work in the family business with his brother Sam, his wife Chloe and their parents Crosby and Poppy. Angus predominately manages the cropping enterprises; however, he rates the livestock production aspect of their business as being the backbone of crop production while increasing sustainability and maximising the financial returns of both enterprises. Angus and his brother Sam are keen to continue this business model into the future and Angus sees it as a strength that they can adapt and keep up with ever changing markets and the opportunities presented by irrigation development and expansion.



### **Sam Lyne, Farm Manager, C Lyne & Son, Campbell Town TAS**

Sam and his wife Chloe are part of a family farming business located in Campbell Town Tasmania, alongside Sam's parents, Crosby and Poppy, his brother Angus and wife Lauren. The Lyne family manage approximately 2,800 hectares (some of which is leased) and run Merinos, first cross lamb production and beef cattle enterprises in a rotation with various irrigated and dryland crops. Sam returned to the farm in 2009 after completing a Bachelor of Agriculture degree at the University of Tasmania and gaining further experience working on various farms around Tasmania. Succession is currently in progress in the business, with the management of the business changing hands to Sam and his brother Angus and their partners. Moving forward, Sam will continue to predominantly manage the livestock production side of the business.

**M:** 0409415318 **E:** samandchloe4@bigpond.com



### **Andrew Colvin, Nosswick Pty Ltd, Blackwood Creek TAS**

Andrew Colvin is a second generation farmer and has run the family business in the northern midlands of Tasmania for the last 35 years. He is a graduate of Marus Oldham. Andrew and his wife Edwina have three adult children and four years ago handed the management of the family's two agricultural properties to their son Scott. Planning for succession has been a focus of Andrew and Edwina's for the last decade and Andrew considers that handing business management to the next generation at an appropriate age while still being able to provide guidance is a key driver in successful succession and estate planning. Nosswick's agricultural operations focus on prime lamb production with irrigated grass seed and pea production.

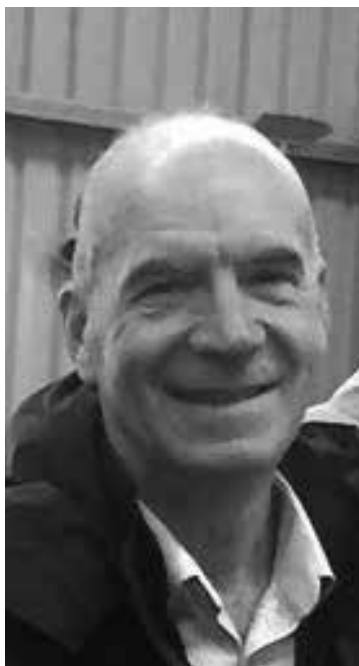


### **Eleanor James, Junction Farm, Carrick, TAS**

Eleanor manages Junction Farm at Carrick together with her husband Marcus. In April 2018, Eleanor's parents transferred Junction Farm to a discretionary trust controlled by Eleanor's parents and Eleanor. Eleanor and Marcus's love of animals and interest in animal husbandry have led them to focus on breeding and increasing lambing percentages and calving success. Eleanor is also a practicing commercial lawyer specialising in business succession and estate planning. She runs a branch office of her firm Walsh Day James Mihal from Junction Farm, working approximately three days per week as a lawyer. In her spare time, Eleanor has used her energy and enthusiasm to create a successful riding school and horse agistment facility at Junction Farm, which takes advantage the property's location on the outskirts of Launceston and diversifies farm income.

**M:** 0418 161 820 **E:** eleanor@junctionfarm.com.au

# SHEEP UPDATES



**Chair: Phil Jarvie, Professional Sales Representative, Zoetis Australia, Hobart TAS**

Phil is the Tasmanian representative for leading animal health company Zoetis. He has almost 25 years' experience in livestock industries, having started with a leading Tasmanian rural supplier in Hobart before taking the opportunity to represent CSL in Victoria then progressing to National Sales Manager for Dairy, Feedlot and Pigs with Pfizer Animal Health.

Since taking the opportunity to return to Tasmania in 2005, he has focused on providing evidence based advice to producers based upon information gathered from local projects such as; Abattoir Disease Surveillance, Cattle and Sheep drench resistance trials, BVD monitoring and parasite management in lambs under irrigation. He has particular interest and expertise in livestock vaccines and is available for farm visits at any time to discuss disease prevention and management projects.

**M:** 0418 557 211

**E:** phil.jarvie@zoetis.com.au



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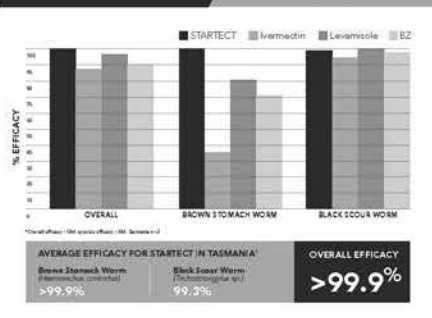
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## Lifetime Maternals: condition score guidelines for maternal composite ewes



**Dr Jason Trompf, Director of JT Agri-Source Pty Ltd, VIC**

Jason Trompf from J.T. Agri-Source has been working as an agricultural consultant for over 20 years. Jason works nationally and has had significant input into the design, delivery and evaluation of a range of farm management programs including the Triple P Program, Lifetime Ewe Management and Bred Well, Fed Well. Each of these programs are widely recognised for the impacts that they have achieved by lifting productivity and profitability on farm. The Lifetime Ewe Management and Bred Well, Fed Well programs have been delivered to over 8,000 producers. Jason also has extensive experience in lamb survival, consulting with and presenting to producers around Australia and New Zealand. Jason has also proudly been associated as a group coordinator with the Best Wool/Best Lamb program since its inception, and in recent years as the producer chair of the network programs (Best Wool/Best Lamb and Better Beef).

Jason also manages a significant livestock enterprise, with 3000 ewes and 250 cows. These self-replacing, highly productive enterprises provide Jason with a sound practical background and a constant reality check with the challenges that producers are facing on a day to day basis.

### **Abstract**

Nutritional management guidelines tailored to the reproducing merino ewe have increased stocking rate by 14%, increased lamb marking percentages by 11% and decreased ewe mortality by 43% amongst adopting producers. While some of these changes have also occurred on farms with non-merino ewes, there is a recognition that guidelines developed for merino ewes and wool production are unlikely to be the optimum for prime lamb production and maternal ewe welfare.

The Lifetime Maternals project was a national project funded and conducted by Meat & Livestock Australia, Agriculture Victoria, Murdoch University, South Australian Government, South Australian Research and Development Institute (SARDI), Western Australian Government and Rural Industries Skills Training (RIST).

Field experiments were conducted investigating the impact of condition score (CS) management on maternal composite ewes during mid-late pregnancy and also at different levels of feed on offer (FOO) at lambing. Further experiments were then conducted to investigate the maintenance requirements, energy efficiency and feed intake of maternal composite ewes at different levels of FOO.

The guidelines for maternal ewes that have been produced as a result of this project are significantly more accurate than the profiles being extended through LTEM program. Jason will present the key findings from this project and the newly developed guidelines and associated best practice management for optimising the reproductive potential of maternal ewes.

Many thanks to the funding organisations and the following project team members; Andrew Thompson (Murdoch University), Ralph Behrendt (Agriculture Victoria), John Young (Farming Systems Analysis) and Janelle Hocking-Edwards (SARDI).

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## Notes

# Putting the precision into lambing



## **Tim Leeming, owner/manager, Paradoo Prime, Pigeon Ponds VIC**

Tim and his wife Georgie run a self-replacing prime lamb flock, a seed stock business (Paradoo Prime) and background cattle at Pigeon Ponds in Western Victoria. They have substantially expanded the business over the past decade and have a strong focus on productivity and land development.

Currently they wean over 10,000 lambs annually, with their major focus being animal welfare and sustainable land management. The business has been industry benchmarked for two decades.

Tim has been involved with and still manages and delivers extension activities within the sheep industry such as Lifetime Ewe Management, Lifting Lamb Survival, Bred Well, Fed Well and Best Wool, Best lamb.

Tim is currently chair of Western Victorian SALRC committee and a committee member of the Best Wool, Best Lamb Advisory. Tim and Georgie's operation has participated in many industry trials such as the recent Lifetime Maternal Project and a number of participatory and producer demonstration projects involving feedbase and animal production.

Currently Tim is involved with LAMBEX and is on the organising committee for the next event which is planned for July 2020 in Melbourne.

Recently Tim and his team have developed [precisionlambing.com](http://precisionlambing.com) which is a system that brings together the key targets and best practice ewe management which to help deliver some of the most profitable and efficient paddock lamb survival results in Australia.

## **Abstract**

Lamb survival is a major animal welfare issue for the Australian sheep industry.

After 20 years of running prime lambs and building up a substantial enterprise, Tim and Georgie Leeming, from Paradoo Prime in south-west Victoria have developed a system to join all the dots and enable them to achieve some of the best lamb survival rates in Australia.

Tim's presentation will explain all the challenges and improvements in their 'precision lambing' system and how using a different approach to joining and management of ewes over the lambing period, in conjunction with careful data collection and analysis over the last four years has given Tim and Georgie the percentage gains they currently and consistently achieve.

Tim identified reduced mob size for multiples as key influencer on increased lamb survival rates over 12 years ago. Tim and his wife Georgie have been pregnancy scanning for multiples lambs for 25 years and are currently working on strategies to achieve success with triplet ewes.

Tim believes that the basis to improving animal welfare and production in sheep enterprises is to identify key targets which are achievable over the course of each lambing season. The precision lambing method combines all aspects of best practice lamb survival to help achieve these targets.

**E:** [pconsult@bigpond.com](mailto:pconsult@bigpond.com)

**W:** [precisionlambing.com](http://precisionlambing.com)

# ASKBILL – forecasts to assist sheep management



**Lu Hogan, Business Development Manager – ASKBILL and RamSelect, University of New England, Armidale NSW**

Until June this year, Lu was the Co-ordinator of Training and Industry Engagement at the Sheep CRC. Lu has now transitioned to the University of New England, where she continues to provide support for users of the apps developed by Sheep CRC - ASKBILL and RamSelect and works with the app team to make improvements and enhancements to the software.

Lu has a Bachelor of Agricultural Science from the University of Melbourne and Graduate Diploma in Agricultural Consulting from the University of New England. She has had project management roles at Australian Wool Innovation, CSIRO and the Victorian Department of Agriculture, in addition to private advisory work. Lu and her husband produce prime lamb and beef on the Northern Tablelands of NSW.

## **Abstract**

ASKBILL provides timely and accurate predictions of sheep wellbeing and productivity using weather, stock and pasture information for sheep producers across Australia. The software complements graziers' knowledge and skills with detailed forecasts of the weather, pasture availability, animal weights, condition scores and the risk of compromised wellbeing from flies, worms and extreme temperature. ASKBILL also offers supply chain solutions connecting producers with processors to revolutionise inventory management.

The software is customised to your precise farm location and helps to answer a range of questions. How much pasture do I have? How many head of stock can this pasture carry? Will my lambs meet their target weight? How much supplement do my ewes need to meet a condition score target?

ASKBILL provides warnings and forecasts in advance so you can avoid the negative impacts of inadequate pasture or compromised wellbeing.

**E:** lhogan5@une.edu.au



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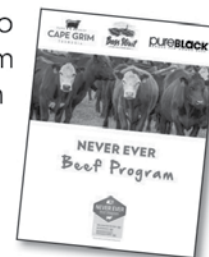
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# BEEF UPDATES



**Chair: Ed Archer, Director Landfall Angus, Property Manager, Greenhythe Pastoral, Hillwood Tas**

Since 2003, Ed has managed Greenhythe, a grazing property located in the Tamar Valley of Tasmania on behalf of his family's business. Ed has now moved into business ownership with his brother Frank.

Ed's role sees him responsible for the day to day running of Greenhythe, which operates an Angus seedstock enterprise and a self-replacing composite ewe flock, producing store lambs. Ed, in conjunction with Frank, now run Landfall Angus, which consists of some 1500 registered Angus females selling 450+ bulls annually across the Eastern states of Australia.

In 1998, Ed obtained an Advanced Diploma in Agribusiness Administration through Marcus Oldham College in Geelong. Ed continues to gain valuable knowledge from industry mentors and peers to further improve his grazing management and animal production skills.

**M:** 0417 337 144



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## **CONTACT:**

Frank: 0417 506 163  
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# Sustainability taking off in the beef industry



**Tess Herbert, Chair, Beef Sustainability Framework, Eugowra NSW**

Tess is current chair of the Beef Sustainability Framework Steering Group. She is a previous president of the Australian Lot Feeders Association (the peak industry council for grain fed beef) and a past director of the Red Meat Advisory Council (RMAC). Tess and her husband own and operate two cattle feedlots in central and southern New South Wales. They also run a first cross Merino lamb and wool producing operation and produce hay and silage. Her children are the sixth generation on their land. She is a graduate of the Australian Rural Leadership Foundation and the Australian Institute of Company Directors (AICD).

## **Abstract**

Customers, consumers, investors, special interest groups and the wider community increasingly want assurance that the food they buy, or invest in, is safe and produced sustainably. The Australian beef industry must demonstrate our care for people, animals and the environment.

Meeting these changing expectations is vital to building trust; shoring up access to markets and capital; and protecting and growing demand for our products. It is imperative to the Australian beef industry's prosperity and longevity.

That's why the industry, in collaboration with stakeholders, developed the Australian Beef Sustainability Framework. The Framework defines sustainable beef production and reports performance annually.

NSW lot feeder and farmer, Tess Herbert, chairs the Framework's steering group. She was excited to launch the Framework's second Annual Update on beef sustainability in June 2019.

Highlights include the beef industry halving its greenhouse gas emissions since 2005, the Paris Agreement baseline year and the industry demonstrating that the ambition to be carbon neutral by 2030 is on track.

The report also introduces new benchmarks for the industry's commitment to balancing of tree and grass cover and shows progress on animal welfare, including increased their use of pain relief and vaccinations in the past year.

"As well as celebrating achievements, the Annual Update also identifies where further work is required and outlines Framework plans to support it. Tasmanian producers know the value of a clean, green image and this report helps to prove our whole industry's sustainability credentials."

**E:** [Tess\\_Herbert@gundamain.com.au](mailto:Tess_Herbert@gundamain.com.au)

**Twitter:** @gundamaincattle



# Learnings from a lifetime in the beef industry – the strategy and progress to a viable beef business



**Stephen Pilkington, Managing Director, Pilkington Pastoral Co, Circular Head TAS**

Stephen Pilkington is the managing director of Pilkington Pastoral Company based in the Circular Head region of north west Tasmania. Stephen owns and manages his beef business along with his two sons, Andrew and David. Stephen was born in Victoria and grew up on the family farm in south Gippsland, before he and his young family made the move to begin farming in Tasmania. Stephen has over 50 years' experience and involvement in the Australian beef industry and is a keen participant in industry programs and information days.

## **Abstract**

Stephen returned to the family farm in south Gippsland once he finished school. In 1982, while searching for opportunities to expand the family business, Stephen came across a small advertisement in the Weekly Times offering for sale 11,000 acres of development land at Richardson Flats on the west coast of Tasmania.

On inspection, this land was relatively similar to Stephen's family farm in Gippsland which he had seen developed from unproductive scrub to improved pasture in his early years. Upon purchasing the land in Tasmania, Stephen, his wife Lori and their two young children made the move to Tasmania to develop a new beef business.

The initial business development strategy was to develop as much of the uncleared scrub into pasture as cost effectively and quickly as possible. This tactic worked well for Stephen and Lori and enabled them to have an initial carrying capacity of one breeding cow/ha. During this time, interest rates increased to a peak of 22% and the wallaby population exploded. The beginning of Stephen's journey to a viable beef business was an uphill battle in a time of tough commodity prices but focusing on the most important and valuable aspects of his business and being persistent paid off.

Currently Pilkington Pastoral Company consists of two properties – 'Killara' at Redpa and 'Greenook' at West Montague. Stephen manages Killara which is currently carrying 550 steers and his sons David and Andrew manage the larger property Greenook which is currently carrying 1100 breeding cows and 500 heifers.

Stephen believes the key to building a successful beef business from the ground up is to focus on improving the basics first, starting with soil nutrition and improving herd genetics under strict cost control.

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# Bred well, Fed well beef



**Dr Jason Trompf, Director of JT Agri-Source Pty Ltd, VIC**

Jason Trompf from J.T. Agri-Source has been working as an agricultural consultant for over 20 years. Jason works nationally and has had significant input into the design, delivery and evaluation of a range of farm management programs including the Triple P Program, Lifetime Ewe Management and Bred Well, Fed Well. Each of these programs are widely recognised for the impacts that they have achieved by lifting productivity and profitability on farm. The Lifetime Ewe Management and Bred Well, Fed Well programs have been delivered to over 8000 producers. Jason also has extensive experience in lamb survival, consulting with and presenting to producers around Australia and New Zealand. Jason has also proudly been associated as a group coordinator with the Best Wool/Best Lamb program since its inception, and in recent years as the producer chair of the network programs (Best Wool/Best Lamb and Better Beef).

Jason also manages a significant livestock enterprise, with 3,000 ewes and 250 cows. These self-replacing, highly productive enterprises provide Jason with a sound practical background and a constant reality check with the challenges that producers are facing on a day to day basis.

## **Abstract**

Identifying breeding objectives is fundamental to planned cattle breeding. Breeding objectives are the combination of various selection criteria with their respective 'weightings' or emphasis that we choose to place on each criterion.

The decision made when choosing bulls for the herd this year will influence your enterprise profitability for the next 20 years. When buying bulls, or selecting a bull to use in the herd, cattle breeders should make their choice by 'weighing up' many factors, including the:

- Current herd performance
- Environment under which the herd is grazed
- Market specifications for the turn-off animals.

The selection decision is based on identifying which bulls, from those available with relevant information, will meet the needs of the herd and enterprise, while balancing the incremental differences in one trait relative to another.

A more definitive method for the process of setting breeding objectives is to quantify the:

- Current herd performance for a range of economically important traits
- Define your target market and its specifications
- Pinpoint your top four traits and their relative priority within your breeding objectives.
- The genes you select need to be fit for purpose; for farm and for market.

The aim is to breed balanced, high performing cattle and to optimise reproductive performance and herd productivity through feed management and improved nutrition.

The information presented in Jason's presentation forms the basis of Meat & Livestock Australia's Bred Well Fed Well Beef (BWFW Beef) workshops. The BWFW workshops have now been presented to over 1000 beef producers right across Australia. The program covers critical aspects of genetics and management to improve the profitability of beef herds. Find out more at <https://www.mla.com.au/extension-training-and-tools/Bred-Well-Fed-Well>.

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# FarmPoint

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## Changing consumer demands and what they mean for on-farm productivity



**Peter Greenham, Managing Director, Greenham Tasmania,  
Melbourne VIC**

Peter Greenham is the owner and Managing Director of Greenham Tasmania and works across all facets of the business. The Greenham family took over the Smithton abattoir in 2001 and launched the now highly regarded Cape Grim Beef brand in 2007. With a Bachelor of Engineering, a keen eye for process efficiency and the ability to identify commercial opportunities, Peter is dedicated to continually improving the Tasmanian beef industry and adding value to its competitive advantage.

## Abstract

Historically, price, taste and convenience have been principal drivers of consumer behaviour but now, particularly the younger generation are looking beyond these, and focusing on product attributes such as production methods, provenance, animal welfare, environmental impacts and overall sustainability.

## Notes

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<b>Tom Bennett</b>	<b>0488 160 171</b>



## Notes



# VIRTUAL FARM TOUR



**Chair: Yannik Heller, Acting General Manager, TP Jones & Co, Young Town and Campbell Town TAS**

Yannik is the current Acting General Manager of TP Jones & Co and Branch Manager of Tas-Ag Services in Campbell Town.

Born in Denmark and growing up in Gippsland Victoria, after finishing school Yannik moved back to Denmark and commenced a career in the agricultural industry. Yannik has extensive experience in large scale farm management, particularly of properties in the Wimmera/Mallee region. Yannik moved to Tasmania in 2014 and joined TP Jones at the end of 2016.

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**Steve Sattler, Farm Manager, Barnbougles, Bridport TAS**

Stephen Sattler is the farm manager at Barnbougles farm and has been working in this role since 2015. Steve has a degree in agricultural science from the University of Tasmania. Steve returned home to the property in 2012, where, with a good basis in the science of farming he then began to learn the practical aspects, ranging from people management right through to fencing and business management. Steve manages two full-time stockmen, one full-time irrigation operator and one full-time development operator, and works in closely with his sister Penny who manages the golf course and hospitality components of the Barnbougles business.

## **Abstract**

'Barnbougles' is situated at Bridport in north east Tasmania and has been owned and managed by the Sattler family since 1989. Barnbougles has undergone significant growth and diversification since its purchase by Richard Sattler and has transitioned from a dryland sheep/beef business to an irrigated potato, beef and tourism operation. Barnbougles is approximately 6,300ha with 600ha of irrigated ground per season and 17 centre pivots. Barnbougles joined 1,900 cows in 2018, with current cattle numbers of 4,600 head, including 1,400 yearling cattle. All of their cattle are sold to and processed by Greenham Tasmania. Finished stock are sold at 18-20 months and at 550kg liveweight. In 2018, Barnbougles sold 1,200 head to Greenham and over the next five years aim to increase this number to 1600 head finished and 2,500 breeders.

Succession for the Sattler family business has been a gradual and natural process, with conversations beginning when the children were still in high school. When Steve returned to the farm in 2012 he spent the first few years working alongside staff on-farm, with his father Richard in the role of farm manager. As Steve gained more experience he gradually took on more of the responsibility for the farm decision making until in 2015 the roles were formally changed, and Steve was made farm manager. Steve has been able to make a number of changes since moving into the farm manager role, such as improving soil fertility, pasture composition, animal handling techniques and stockyard infrastructure. These changes have resulted in improvements in carcass quality. Staff have been actively involved in these changes and their understanding of the importance of meat quality and the effect of farm management on this has improved.

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For more details contact:

**James Brown** **E|** james@tpjones.com.au **M|** 0427 542 554

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**More Beef From Pastures** is a resource providing essential principles and practices for running a successful southern beef business.



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